



Phase I of ARA's Taxicab Best Practices Initiative

Housing, Sustainable Growth and Development Committee
February 16, 2012





Overview

□ Phase I of ARA's Taxicab Initiative

- Pilot program for integrated GPS/credit card systems in Houston taxicabs
- Proposed Taxicab Rate Increase



Background – Taxicab Rates

- The Ordinance doesn't dictate when or how a rate change is made. The trigger that begins the process has historically been the industry's formal request.
- Last increase was requested in 2004 and approved by Council in 2005
- Base Rates approved in 2005 were amended to include a fuel recovery fee and surcharge in 2006
- Rate increase request received 01/18/2012
- ARA presented our findings and Proposed rate increase to Stakeholders 2/3/12





Taxicab Rate Study

- ❑ ARA historically adjusted rates based on a CPI review and a comparison to other Texas and U.S. cities
- ❑ ARA conducted a National Best Practices Survey of the 50 most populous cities in US to identify other rate-setting methodologies. Results:
 - 19 responses
 - 13 have changed rates in the past 4 years
 - 8 conducted rate studies in 2010/2011



Taxicab Rate Study - continued

- Responses to National Best Practices Survey:
 - Question: How often do you review rates?
 - “As Requested”
 - “Annually”
 - “Every two years”
 - Question: What methodology is used for setting rates?
 1. CPI Reviews
 2. Rate Comparisons to Other Jurisdictions
 3. Combination of 1 and 2 (most popular)
 4. Cost of Service information from industry (rarely used)



Taxicab Rate Study - continued

- ❑ The National Best Practices Survey indicated virtually all cities, including Houston, adjust taxicab rates using the same methods. Based on that we did the following for this Study:

1. Rate Comparisons to Other Jurisdictions
2. CPI Review
 - a) Overall CPI changes
 - b) Development of a Houston Taxicab Cost Index “TCI” incorporating changes in indices for 7 cost components
 - c) Similar mechanism in use in §8-123 of the Code of Ordinances





Taxicab Rate Study: National Survey Results

U.S. Cities Taxicab Meter Rate Comparison — January 2012											
Rank	City	Initial Drop Fee	Initial Drop Distance	Additional Mile Rate	Additional Mile	First Mile	Each Mile After	Trip Fare (5 miles)	Trip Fare (6 miles)	Waiting Time \$/HR	Last Rate Increase
1	San Diego*	\$3.00	0.0	\$3.20	0.0	\$6.20	\$3.20	\$19.00	\$22.20	\$26.00	2011
2	Sacramento*	\$4.00	0.0	\$0.60	1/5	\$7.00	\$3.00	\$19.00	\$22.00	\$28.00	2008
3	San Jose	\$3.50	1/10	\$0.30	1/10	\$6.20	\$3.00	\$18.20	\$21.20	\$30.00	2008
4	San Francisco	\$3.50	1/5	\$0.55	1/5	\$5.70	\$2.75	\$16.70	\$19.45	\$33.00	2011
5	Boston	\$2.60	1/7	\$0.40	1/7	\$5.00	\$2.80	\$16.20	\$19.00	\$28.00	2008
6	Las Vegas	\$3.30	1/13	\$0.20	1/13	\$5.70	\$2.60	\$16.10	\$18.70	\$30.00	2011
7	Los Angeles	\$2.65	1/9	\$0.30	1/9	\$5.05	\$2.70	\$15.85	\$18.55	\$29.19	2008
8	Minneapolis	\$2.50	1/5	\$0.55	1/5	\$4.70	\$2.75	\$15.70	\$18.45	\$24.00	2011
9	Miami	\$2.50	1/6	\$0.40	1/6	\$4.50	\$2.40	\$15.10	\$17.50	\$24.00	2008
10	Charlotte	\$2.50	0.0	\$0.50	1/5	\$5.00	\$2.50	\$15.00	\$17.50	\$30.00	2008
11	Portland*	\$2.50	0.0	\$2.50	1.0	\$5.00	\$2.50	\$15.00	\$17.50	\$30.00	2008
12	Seattle	\$2.50	1/10	\$0.25	1/10	\$4.75	\$2.50	\$14.75	\$17.25	\$30.00	2008
13	Milwaukee	\$2.25	1/10	\$0.25	1/10	\$4.50	\$2.50	\$14.50	\$17.00	\$21.00	2009
14	San Antonio	\$2.50	0.0	\$2.35	1.0	\$4.85	\$2.35	\$14.25	\$16.60	\$24.00	2011
15	Atlanta	\$2.50	1/8	\$0.25	1/8	\$4.25	\$2.00	\$14.25	\$16.25	\$21.00	2008
16	Austin	\$2.50	1/7	\$0.30	1/7	\$4.80	\$2.30	\$14.00	\$16.30	\$27.00	2011
17	Philadelphia	\$2.70	1/10	\$0.23	1/10	\$4.77	\$2.30	\$13.97	\$16.27	\$22.00	2008
18	Nashville	\$3.00	0.0	\$0.20	1/10	\$5.00	\$2.00	\$13.00	\$15.00	\$18.00	2003
19	Kansas City	\$2.50	0.0	\$0.21	1/10	\$4.60	\$2.10	\$13.00	\$15.10	\$42.00	2008
20	El Paso	\$1.65	1/5	\$0.45	1/5	\$3.90	\$2.25	\$12.90	\$15.15	\$27.00	2006
21	Columbus	\$2.75	1/9	\$0.45	2/9	\$4.55	\$1.80	\$12.65	\$14.90	\$27.00	2006
22	New York	\$2.50	1/5	\$0.40	1/5	\$4.10	\$2.00	\$12.60	\$14.60	\$24.00	2004
23	Dallas	\$2.25	1/9	\$0.20	1/9	\$3.85	\$1.80	\$12.55	\$14.35	\$18.00	2005
24	Fort Worth	\$2.25	1/9	\$0.20	1/9	\$3.85	\$1.80	\$12.55	\$14.35	\$18.00	2006
25	Chicago	\$3.25	1/9	\$0.20	1/9	\$4.85	\$1.80	\$12.05	\$13.85	\$20.00	2005
26	Houston	\$2.50	2/11	\$0.17	1/11	\$4.03	\$1.87	\$12.01	\$13.88	\$20.00	2005





Taxicab Rate Study: Texas Cities Survey Results

Texas Cities Taximeter Rate Survey - January 2012

City	Last Rate Increase	Initial Drop Fee	Initial Drop Distance	Additional Mile Rate	Additional Mile	Waiting Time \$/HR	First Mile	Each Mile After	Trip Fare (5 miles)	Trip Fare (6 miles)	Additional Fees
San Antonio	2011	\$2.50	0.0	\$2.35	1.0	\$24.00	\$4.85	\$2.35	\$14.25	\$16.60	Night \$1.00; airport surcharge \$1.00; min airport trip \$10.50; \$0.10 fuel surcharge
Austin	2011	\$2.50	1/7	\$0.30	1/7	\$27.00	\$4.80	\$2.30	\$14.00	\$16.30	\$1.00 airport surcharge; \$12.85 min airport fee based on a 4 mile trip; fuel surcharge cost \$0.20 paid mile xtra
Corpus Christi	2006	\$2.50	1/5	\$0.45	1/5	\$18.00	\$4.30	\$2.25	\$13.30	\$15.55	Airport fares may include a .50 surcharge per fare collected not to exceed five persons., lower rates may be charged at the option of the taxicab certificate holder.
EL Paso	2006	\$1.65	1/5	\$0.45	1/5	\$27.00	\$3.90	\$2.25	\$12.90	\$15.15	\$0.60 each additional person/6 yrs. and under free); \$0.50 each piece of luggage over 2 per person, \$1.00 each footlocker or trunk, \$1.00 each dog, except guide dogs free, \$10.00 flat rate from airport (min flat rate trips originating from airport)/cost greater of two - \$10.00 or meter read. Also airport cab only fares
Dallas	2005	\$2.25	1/9	\$0.20	1/9	\$18.00	\$3.85	\$1.80	\$12.55	\$14.35	\$2.00 per additional passenger: \$1.50 fuel surcharge
Fort Worth	2006	\$2.25	1/9	\$0.20	1/9	\$18.00	\$3.85	\$1.80	\$12.55	\$14.35	\$2.00 each additional passenger; \$1.50 fuel surcharge
Houston	2005	\$2.50	2/11	\$0.17	1/11	\$20.00	\$4.03	\$1.87	\$12.01	\$13.88	\$1.00 night svc; tolls and various airport flat rates; revised rates above \$2.00 per reg unleaded & others; additional surcharge above \$3.00 gas rates at \$0.50 per trip





Taxicab Rate Study: Consumer Price Index Review

- In addition to comparing our rates to other cities, ARA performed a detailed CPI review, calling it:

The Houston Taxi Cost Index (“TCI”) – ARA developed a cost index just for the Houston taxicab industry that looks at the changes in the CPI in 7 cost areas that directly affect the taxicab industry (based on city surveys, industry surveys and TLPA):

- * Fuel
- * Repairs & Maintenance
- * Parts & Equipment
- * Fees & Miscellaneous
- * Insurance
- * Vehicle Depreciation
- * Operator/Driver earnings





Taxicab Rate Study: Consumer Price Index Review

□ CPI Review Results (based on October 2004 baseline unless otherwise noted):

1. CPI – All Urban Consumers – All Items
Houston/Galveston/Brazoria : 17.23% increase

2. CPI – Gasoline – Houston/Galveston/Brazoria (2006 baseline): 53.76% increase

3. CPI – Transportation – Houston/Galveston/Brazoria: 20.63% increase

4. Houston Taxi Cost Index (“TCI”) – 27.31% increase





Taxicab Rate Study: Stakeholder Feedback

- ARA conducted a Taxicab Stakeholder Meeting on 2/3/12 to present our rate study results:
 - 4,500 invitations mailed – all taxicab operators & drivers invited
 - 48 industry members attended
 - ARA proposed TCI-recommended increase of approx. 27.31% which would have resulted in an increase of approx. 17% in the average six-mile trip fare
 - ARA solicited comments (comments are included in the study)
 - Two proposals from industry received
 - Stakeholder comments favored **lower industry proposed increase** which results in increase of approx. 13% to average six-mile trip fare





Taxicab Rate Study: Rate Structure

- Taximeter Rates are comprised of two components:
 1. “Flat rate” aka “Drop Rate” – initial fee paid by customer; flat fee that is paid regardless of distance traveled
 2. Mileage Rate
 3. Current rate in Houston is \$2.50 drop rate for first 2/11 of a mile, plus \$0.17 for each additional 1/11 of a mile traveled, or \$1.87 per additional mile traveled
- Example: Based on Houston’s current rates, to travel one mile a customer would pay:

$$\$2.50 + (\$0.17 \times 9) = \$4.03 \text{ for one mile traveled}$$



Proposed Taxi Meter Rate Increase

**2005 Baseline Rates
approved by City Council
(no fuel fee/surcharge)**

Daytime Mileage Rate
 \$2.50 first 1/6 mile
 \$1.80/additional mile
 (\$0.30/additional 1/6 mile)

Nighttime Mileage Rate
 \$3.50 first 1/6 mile
 \$1.80/additional mile
 (\$0.30/additional 1/6 mile)

Waiting Time
 \$20.00 per hour

**Current Rates as of 2006
(w/fuel fee and surcharge)**

Daytime Mileage Rate
 \$2.50 first 2/11 mile
 \$1.87/additional mile
 (\$0.17/additional 1/11 mile)

Nighttime Mileage Rate
 \$3.50 first 2/11 mile
 \$1.87/additional mile
 (\$0.17/additional 1/11 mile)

Per Trip Fuel Surcharge
 (trips longer than 2 miles)
 \$0.50 per trip (current)

Waiting Time
 \$20.00 per hour

**Proposed Rates
(absorb fuel fee and
surcharge)**

Daytime Mileage Rate
 \$2.75 first 1/11 mile
 \$2.20/additional mile
 (\$0.20/additional 1/11 mile)

Nighttime Mileage Rate
 \$3.75 first 1/11 mile
 \$2.20/additional mile
 (\$0.20/additional 1/11 mile)

Waiting Time
 \$24.00 per hour





Taxicab Rate Study: Rate Structure

- ❑ Stakeholder comments favored the **lower industry proposed increase** of 13%, rather than our original proposed increase of 17%, citing fear of customer loss and cannibalization by the limousine industry.
- ❑ We listened to the industry and incorporated the lower increase into our rate proposal. Here is a comparison of the cost increase to travel one mile:

Current: $\$2.50 + (\$0.17 \times 9) = \$4.03$ for one mile traveled

Proposed: $\$2.75 + (\$0.20 \times 10) = \$4.75$ for one mile traveled

- ❑ ARA further proposes the rates be reviewed annually and adjusted by the TCI





Taxi Meter Rate Increase continued: Current vs. Proposed

CURRENT VS PROPOSED RATES					
Sample Meter Fares — Non Airport, Daytime Trips					
Trip Distance	2005 Baseline	Current Baseline as of 2006 with fuel fee/surcharge included	Proposed	Increase \$	Increase %
1 Mile	\$4.00	\$4.03	\$4.75	\$0.72	17.87%
2 Mile	\$5.80	\$5.90	\$6.95	\$1.05	17.80%
3 Mile	\$7.60	\$8.27	\$9.15	\$0.88	10.64%
4 Mile	\$9.40	\$10.14	\$11.35	\$1.21	11.93%
5 Mile	\$11.20	\$12.01	\$13.55	\$1.54	12.82%
6 Mile	\$13.00	\$13.88	\$15.75	\$1.87	13.47%
7 Mile	\$14.80	\$15.75	\$17.95	\$2.20	13.97%
8 Mile	\$16.60	\$17.62	\$20.15	\$2.53	14.36%
9 Mile	\$18.40	\$19.49	\$22.35	\$2.86	14.67%
10 Mile	\$20.20	\$21.36	\$24.55	\$3.19	14.93%
15 Mile	\$29.20	\$30.71	\$35.55	\$4.84	15.76%
20 Mile	\$38.20	\$40.06	\$46.55	\$6.49	16.20%



Taxi Meter Rate Increase continued: Proposed Zone Rates for IAH Trips

Zone	Avg. Miles to Center	Current Rate w/fuel fee & surcharge	Proposed Zone Rate	Meter Rates Based On Proposed Fare Schedule			Propose Zone Rate % of Meter Rate			Proposed Increase		Sample Areas Included in Zone
				To Center	To Furthest Pt.	To Nearest Pt.	To Center	To Furthest Pt.	To Nearest Pt.	Dollar	Percent	
1	19.3	\$ 38.50	\$ 45.00	\$ 45.01	\$ 49.63	\$ 8.27	99.98%	90.67%	544.14%	\$ 6.50	16.88%	North Houston, 610 North
2	22.8	\$ 45.00	\$ 52.50	\$ 52.71	\$ 57.11	\$ 50.95	99.60%	91.93%	103.04%	\$ 7.50	16.67%	Downtown
3	26.3	\$ 51.50	\$ 60.00	\$ 60.41	\$ 65.03	\$ 54.69	99.32%	92.27%	109.71%	\$ 8.50	16.50%	Galleria, Greenway Plaza, Medical Ctr, Memorial, River Oaks
4	28.5	\$ 55.50	\$ 65.00	\$ 65.25	\$ 71.85	\$ 56.01	99.62%	90.47%	116.05%	\$ 9.50	17.12%	Astrodome
5	32.2	\$ 62.50	\$ 73.00	\$ 73.39	\$ 75.81	\$ 58.43	99.47%	96.29%	124.94%	\$ 10.50	16.80%	William P. Hobby Airport
6	35.8	\$ 69.50	\$ 81.00	\$ 81.31	\$ 85.05	\$ 65.69	99.62%	95.24%	123.31%	\$ 11.50	16.55%	West Memorial, Bear Creek
7	38.7	\$ 75.00	\$ 87.50	\$ 87.69	\$ 93.19	\$ 79.99	99.78%	93.89%	109.39%	\$ 12.50	16.67%	Ellington Field, Westside
8	46.4	\$ 89.00	\$ 104.50	\$ 104.63	\$ 109.47	\$ 92.75	99.88%	95.46%	112.67%	\$ 15.50	17.42%	NASA, Space Center Houston
9	14.3	\$ 29.00	\$ 34.00	\$ 34.01	\$ 37.31	\$ 28.73	99.97%	91.13%	118.34%	\$ 5.00	17.24%	Kingwood
10	17.6	\$ 35.50	\$ 41.00	\$ 41.27	\$ 43.47	\$ 34.89	99.35%	94.32%	117.51%	\$ 5.50	15.49%	Willowbrook





Taxi Meter Rate Increase continued: Proposed Zone Rates for HOU Trips

William P. Hobby Airport/Houston Zone Rates												
Zone	Avg. Miles to Center	Current Rate w/fuel fee & surcharge	Proposed Zone Rate	Meter Rates Based On Proposed Fare Schedule			Propose Zone Rate % of Meter Rate			Proposed Increase		Sample Areas Included in Zone
				To Center	To Furthest Pt.	To Nearest Pt.	To Center	To Furthest Pt.	To Nearest Pt.	Dollar	Percent	
1	13.4	\$ 27.50	\$ 32.00	\$ 32.03	\$ 35.77	\$ 3.87	99.91%	89.46%	826.87%	\$ 4.50	16.36%	Medical Ctr, Ellington Field, Southeast Houston
2	10.8	\$ 22.50	\$ 26.00	\$ 26.31	\$ 29.39	\$ 21.03	98.82%	88.47%	123.63%	\$ 3.50	15.56%	Downtown
3	16.5	\$ 33.50	\$ 38.50	\$ 38.85	\$ 43.69	\$ 28.73	99.10%	88.12%	134.01%	\$ 5.00	14.93%	Heights, Greenway Plaza
4	23.7	\$ 46.50	\$ 54.50	\$ 54.69	\$ 57.11	\$ 44.79	99.65%	95.43%	121.68%	\$ 8.00	17.20%	Galleria, North Loop
5	26.8	\$ 52.50	\$ 61.50	\$ 61.51	\$ 65.03	\$ 45.67	99.98%	94.57%	134.66%	\$ 9.00	17.14%	Bellaire, Town & Country
6	30.8	\$ 60.00	\$ 70.00	\$ 70.31	\$ 75.81	\$ 58.65	99.56%	92.34%	119.35%	\$ 10.00	16.67%	Dairy Ashford
7	35.5	\$ 69.00	\$ 80.50	\$ 80.65	\$ 85.05	\$ 61.29	99.81%	94.65%	131.34%	\$ 11.50	16.67%	Highway 6
8	31.3	\$ 61.00	\$ 71.00	\$ 71.41	\$ 74.49	\$ 61.73	99.43%	95.31%	115.02%	\$ 10.00	16.39%	Bush Intercontinental Airport, Greenspoint
9	15.9	\$ 32.00	\$ 37.50	\$ 37.53	\$ 41.93	\$ 29.83	99.92%	89.43%	125.71%	\$ 5.50	17.19%	NASA, Space Center Houston
10	38.1	\$ 73.50	\$ 86.00	\$ 86.37	\$ 89.67	\$ 69.43	99.57%	95.91%	123.87%	\$ 12.50	17.01%	Kingwood
11	35.0	\$ 68.00	\$ 79.50	\$ 79.55	\$ 81.75	\$ 68.77	99.94%	97.25%	115.60%	\$ 11.50	16.91%	Willowbrook





Taxi Meter Rate Increase: Rate Comparison AFTER Increase

U.S. Cities Taxicab Meter Rate Comparison — January 2012 - After Proposed Rate Increase											
Rank	City	Initial Drop Fee	Initial Drop Distance	Additional Mile Rate	Additional Mile	First Mile	Each Mile After	Trip Fare (5 miles)	Trip Fare (6 miles)	Waiting Time \$/HR	Last Rate Increase
1	San Diego*	\$3.00	0.0	\$3.20	0.0	\$6.20	\$3.20	\$19.00	\$22.20	\$26.00	2011
2	Sacramento*	\$4.00	0.0	\$0.60	1/5	\$7.00	\$3.00	\$19.00	\$22.00	\$28.00	2008
3	San Jose	\$3.50	1/10	\$0.30	1/10	\$6.20	\$3.00	\$18.20	\$21.20	\$30.00	2008
4	San Francisco	\$3.50	1/5	\$0.55	1/5	\$5.70	\$2.75	\$16.70	\$19.45	\$33.00	2011
5	Boston	\$2.60	1/7	\$0.40	1/7	\$5.00	\$2.80	\$16.20	\$19.00	\$28.00	2008
6	Las Vegas	\$3.30	1/13	\$0.20	1/13	\$5.70	\$2.60	\$16.10	\$18.70	\$30.00	2011
7	Los Angeles	\$2.65	1/9	\$0.30	1/9	\$5.05	\$2.70	\$15.85	\$18.55	\$29.19	2008
8	Minneapolis	\$2.50	1/5	\$0.55	1/5	\$4.70	\$2.75	\$15.70	\$18.45	\$24.00	2011
9	Miami	\$2.50	1/6	\$0.40	1/6	\$4.50	\$2.40	\$15.10	\$17.50	\$24.00	2008
10	Charlotte	\$2.50	0.0	\$0.50	1/5	\$5.00	\$2.50	\$15.00	\$17.50	\$30.00	2008
11	Portland*	\$2.50	0.0	\$2.50	1.0	\$5.00	\$2.50	\$15.00	\$17.50	\$30.00	2008
12	Seattle	\$2.50	1/10	\$0.25	1/10	\$4.75	\$2.50	\$14.75	\$17.25	\$30.00	2008
13	Milwaukee	\$2.25	1/10	\$0.25	1/10	\$4.50	\$2.50	\$14.50	\$17.00	\$21.00	2009
14	San Antonio	\$2.50	0.0	\$2.35	1.0	\$4.85	\$2.35	\$14.25	\$16.60	\$24.00	2011
15	Austin	\$2.50	1/7	\$0.30	1/7	\$4.80	\$2.30	\$14.00	\$16.30	\$27.00	2011
16	Philadelphia	\$2.70	1/10	\$0.23	1/10	\$4.77	\$2.30	\$13.97	\$16.27	\$22.00	2008
17	Atlanta	\$2.50	1/8	\$0.25	1/8	\$4.25	\$2.00	\$14.25	\$16.25	\$21.00	2008
18	Houston	\$2.75	1/11	\$0.20	1/11	\$4.75	\$2.20	\$13.55	\$15.75	\$24.00	2012
19	EL Paso	\$1.65	1/5	\$0.45	1/5	\$3.90	\$2.25	\$12.90	\$15.15	\$27.00	2006
20	Kansas City	\$2.50	0.0	\$0.21	1/10	\$4.60	\$2.10	\$13.00	\$15.10	\$42.00	2008
21	Nashville	\$3.00	0.0	\$0.20	1/10	\$5.00	\$2.00	\$13.00	\$15.00	\$18.00	2003
22	Columbus	\$2.75	1/9	\$0.45	2/9	\$4.55	\$1.80	\$12.65	\$14.90	\$27.00	2006
23	New York	\$2.50	1/5	\$0.40	1/5	\$4.10	\$2.00	\$12.60	\$14.60	\$24.00	2004
24	Dallas	\$2.25	1/9	\$0.20	1/9	\$3.85	\$1.80	\$12.55	\$14.35	\$18.00	2005
25	Fort Worth	\$2.25	1/9	\$0.20	1/9	\$3.85	\$1.80	\$12.55	\$14.35	\$18.00	2006
26	Chicago	\$3.25	1/9	\$0.20	1/9	\$4.85	\$1.80	\$12.05	\$13.85	\$20.00	2005



Pilot Credit Card/GPS System

□ ARA proposes a voluntary pilot program for an Integrated GPS/Credit Card System in Houston Taxicabs

- Voluntary program
- Timeline: 6 to 12 months for installation

□ Features:

- Personal Information Monitor (PIM) for customer
- Credit Card swipe in rear passenger compartment
- Integration between meter, GPS and credit card equipment to provide trip data



Pilot Credit Card/GPS System

□ Benefits to passengers:

- ✓ Maintain control of credit card at all times
- ✓ Reduced threat of credit card fraud or “skimming” credit card information
- ✓ Safety – can carry less cash
- ✓ Can see the route – fewer (often wrong) accusations of drivers taking long route
- ✓ More payment options – encouraged to use cabs more often
- ✓ Companies could offer loyalty cards



Pilot Credit Card/GPS System

□ Benefits to Taxi Industry:

- ✓ Higher Tips for Drivers
- ✓ Fewer customer complaints
- ✓ Convenience fee to offset cost
- ✓ Real-time text messages to drivers for emergencies
- ✓ Increased trips because of easier payment
- ✓ Increased safety for drivers because they carry less cash
- ✓ More revenue for operators because of increased trips



Pilot Credit Card/GPS System

□ Benefits to City of Houston:

- Access to more granular trip data:
 - Trip duration
 - Itemized fares
 - Payment method used
 - Trip origination and destination
- Helps us be a better regulator and quantify demand.
Helps us answer:
 - Do we need to issue more taxicab permits?
 - Do we need to issue special permits to incentivize certain types of trips or trips to particular areas of the city?
 - Is the flat zone rate in the CBD working?
 - Is there enough taxicab demand in Houston to draw taxis out of the airport holding lots?





Questions?

